

LEO BURNETT COMPANY, Inc.

Art No. 242 (Gold & Silver) - King Size (100's) - Paper & C. - Black & White - 8 1/2 x 11 1/2 in.

1 First
1 Second
1 Third (Bottom)

Printed in U.S.A.



**It works like a cigarette
holder works.**

The tip of a Parliament works
like a cigarette holder works.

It has a sturdy outer shell that
keeps the filter tucked back from
your lips. Neatly restated.

So you never taste filter,
just good clean Parliament flavor.

The Parliament holder.

It really works.

King Size and Charcoal rock.



King: 16 mg "tar," 1.1 mg nicotine—
100's: 15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.